



WEWS

ORDER

Print Date 09/28/12 Page 1 of 3

Flight Dates 09/26/12-10/02/12

		<u>Product</u>	
<u>Contract / Revision</u>	312276 /	NEAFCPE OH TV 9.26-10.2.12	
<u>Original Date / Revision</u>	09/27/12	Agency Com 15%	<u>Estimate #</u> 1664
	09/27/12	<u>Billing Contact</u>	<u>Alt Order #</u>
<u>Advertiser</u>	NEA Fund for Children and I	1322 G Street SE Washington, DC 20003	<u>Billing Type</u> Cash
<u>Agency</u>	New Media Firm		<u>Order Type</u> GENERAL
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Cycle</u> EOM/EOC
1322 G Street SE Washington, DC 20003		Sales Region NAT	<u>Billing Calendar</u> BROADCAST
		Agency Ref 2	<u>Demographic</u> A35+
			<u>Rev Codes</u> POL POL ISS
			<u>Product Codes</u> PL
			<u>Priority</u> P-1
			<u>Advertiser Ref</u>

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 69525

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGNN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	19	\$30,876.25	\$36,325.00	0.00	08/27/12	09/30/12	19	\$30,876.25	\$36,325.00
October 2012	18	\$28,220.00	\$33,200.00	0.00	10/01/12	10/02/12	18	\$28,220.00	\$33,200.00
Totals	37	\$59,096.25	\$69,525.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
E 1	WEWS	09/26/12	10/02/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-- W- F--			2	\$1,300.00			0.00					
Week:	10/01/12	10/07/12	- T-----			1	\$1,300.00			0.00					
2	WEWS	09/26/12	10/02/12		CM	7-9a	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	4	\$6,400.00



WEWS

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Contract / Revision 312276 Flight Dates 09/26/12-10/02/12Hiatus DatesOriginal Date / Revision 09/27/12 / 09/27/12Order Sep 00:20:00Advertiser NEA Fund for Children and Product NEAFCPE OH TV 9.26-10.2. Estimate # 1664

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F GMA 7-9a												
				M-F GMA 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- WT --		2	\$1,600.00			0.00						
		Week: 10/01/12	10/07/12	MT-----		2	\$1,600.00			0.00						
E 3	WEWS	09/26/12	10/02/12	M-F 9-10a	CM	9-10a		:30	2	\$1,200.00	P-1	0.00	NM		4	\$4,800.00
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W- F--		2	\$1,200.00			0.00						
		Week: 10/01/12	10/07/12	MT-----		2	\$1,200.00			0.00						
E 4	WEWS	09/26/12	10/02/12	M-F 10-11a	CM	10-11a		:30	1	\$1,200.00	P-1	0.00	NM		1	\$1,200.00
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00						
		Week: 10/01/12	10/07/12	- T-----		1	\$1,200.00			0.00						
E 5	WEWS	09/26/12	10/02/12	M-F 12-1230pm News	CM	12-1p		:30	1	\$1,800.00	P-1	0.00	NM		3	\$5,400.00
				12-1230p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	----F--		1	\$1,800.00			0.00						
		Week: 10/01/12	10/07/12	MT-----		2	\$1,800.00			0.00						
6	WEWS	09/26/12	10/02/12	M-F 2-3p	CM	2-3p		:30	1	\$1,800.00	P-1	0.00	NM		2	\$3,600.00
				2-3pm General Hospital												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W----		1	\$1,800.00			0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$1,800.00			0.00						
7	WEWS	09/26/12	10/02/12	M-F 3-4P Katie	CM	3-4p		:30	1	\$1,800.00	P-1	0.00	NM		1	\$1,800.00
				M-F 3-4p Katie												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00						
		Week: 10/01/12	10/07/12	- T-----		1	\$1,800.00			0.00						
E 8	WEWS	09/26/12	10/02/12	M-F 5-6p News	CM	5-6p		:30	1	\$2,000.00	P-1	0.00	NM		2	\$4,000.00
				M-F 5-6p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	----F--		1	\$2,000.00			0.00						
		Week: 10/01/12	10/07/12	-T-----		1	\$2,000.00			0.00						
9	WEWS	09/26/12	10/02/12	M-F 6-630p News	CM	6-630p		:30	2	\$3,000.00	P-1	0.00	NM		3	\$9,000.00
				M-F 6-630p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W-F--		2	\$3,000.00			0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$3,000.00			0.00						
E 10	WEWS	09/26/12	10/02/12	M-F 7-730p	CM	7-730p		:30	1	\$2,500.00	P-1	0.00	NM		2	\$5,000.00
				7-730p The List												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	----F--		1	\$2,500.00			0.00						
		Week: 10/01/12	10/07/12	-T-----		1	\$2,500.00			0.00						
11	WEWS	09/26/12	10/02/12	M-F 730-8P	CM	730-8p		:30	2	\$2,500.00	P-1	0.00	NM		2	\$5,000.00
				730-8p Let's Ask America												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						
		Week: 09/24/12	09/30/12	-- W-F--		2	\$2,500.00			0.00						
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00						
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late Ne@M		11-1135p		:30	1	\$4,000.00	P-1	0.00	NM		2	\$8,000.00
				M-SU 11-1135P Late New												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>			<u>Rating</u>						



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Contract / Revision **312276** Flight Dates **09/26/12-10/02/12** Hiatus Dates

Original Date / Revision 09/27/12 / 09/27/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and Product** NEAFCPE OH TV 9.26-10.2. Estimate # **1664**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late Ne@M		11-1135p	MTWTFSS	:30	1	\$4,000.00	P-1	0.00	NM		2	\$8,000.00
M-SU 11-1135P Late Nev																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- W----		1	\$4,000.00			0.00						
		Week: 10/01/12	10/07/12	- T-----		1	\$4,000.00			0.00						
13	WEWS	09/26/12	10/02/12	M-F 1135p-1202a Nightl@CM		1135p-1207x	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM		2	\$4,000.00
M-F 1135p-1202a Nightlir																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---- F--		1	\$2,000.00			0.00						
		Week: 10/01/12	10/07/12	M-----		1	\$2,000.00			0.00						
14	WEWS	09/26/12	10/02/12	M-F 1202a-107a Jimmy @M		1202-107x	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM		3	\$3,600.00
M-F 1202a-107a Jimmy K																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-- W----		1	\$1,200.00			0.00						
		Week: 10/01/12	10/07/12	MT-----		2	\$1,200.00			0.00						
E 15	WEWS	09/26/12	10/02/12	SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$1,300.00	P-1	0.00	NM		1	\$1,300.00
SA GMA 8-9a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$1,300.00			0.00						
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00						
E 16	WEWS	09/26/12	10/02/12	SA 7PM News	CM	7-730p	-----S-	:30	1	\$2,000.00	P-1	0.00	NM		1	\$2,000.00
SA 7PM News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$2,000.00			0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>									
		1	WEWS	09/24/12-09/30/12	SA 7PM News		7-730p									
See MG 16.2 [no news/osu post game]																
		2	/EWS	10/01/12-10/02/12	M-F 6-630p News		6-630p									
MG for 16.1 09/29																
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00						
17	WEWS	09/26/12	10/02/12	SU 12a-1a CSI Miami La@M		12a-1a	-----S	:30	1	\$525.00	P-1	0.00	NM		1	\$525.00
SU CSI Miami Late																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$525.00			0.00						
		Week: 10/01/12	10/07/12	-----		0	\$0.00			0.00						
														Totals	37	\$69,525.00